NORTHSTAR
New Jersey

Qualified Marketing Insights/Research Vendors List
Established September 17, 2026

The vendors listed below have been selected by Northstar New Jersey Lottery Group, LLC ("Northstar") after evaluating all of the Proposals submitted in response to the July 20, 2026 Request for Proposals ("RFP") for Marketing Insights/Research Vendor Qualification. This Qualified Marketing Insights/Research Vendors List ("Qualified Vendors List") is effective for a period of two (2) years until September 17, 2028.

During the effective period of the Qualified Vendors List, Northstar will order marketing insights/research projects only from those vendors on the Qualified Vendors List unless Northstar reasonably determines in its discretion that no vendor listed on the Qualified Vendors List is capable or available to fulfill the particular requirements of the order.

Any marketing insights/research vendor may apply to be placed on the distribution list for a future RFP for Marketing Insights/Research Vendor Qualification by contacting NSNJProcurements@nsnj.com not later than July 15, 2028.

Angus Reid Group Inc.

EyeSee Inc.

Fuel Cycle, Inc.

Ipsos Limited Partnership

Knit, Inc.

Knowledge Systems & Research (KS&R)

LBR Insight, Inc.

Leger Marketing Alberta Inc.

Lotto Research

Merlin AI (dba Listen Labs)

People Principles Corp.

Qrious Insight LLC

Russell Marketing Research, Inc.

User Insight, Inc.